

Broadcasting Services (Except Internet): 2002

Issued December 2004

EC02-511-09

2002 Economic Census

Information

Industry Series



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-- Not applicable for this report.

Introduction to the Economic Census

PURPOSES AND USES OF THE ECONOMIC CENSUS

The economic census is the major source of facts about the structure and functioning of the nation's economy. It provides essential information for government, business, industry, and the general public. Title 13 of the United States Code (Sections 131, 191, and 224) directs the Census Bureau to take the economic census every 5 years, covering years ending in "2" and "7."

The economic census furnishes an important part of the framework for such composite measures as the gross domestic product estimates, input/output measures, production and price indexes, and other statistical series that measure short-term changes in economic conditions. Specific uses of economic census data include the following:

- Policymaking agencies of the federal government use the data to monitor economic activity and to assess the effectiveness of policies.
- State and local governments use the data to assess business activities and tax bases within their jurisdictions and to develop programs to attract business.
- Trade associations study trends in their own and competing industries, which allows them to keep their members informed of market changes.
- Individual businesses use the data to locate potential markets and to analyze their own production and sales performance relative to industry or area averages.

INDUSTRY CLASSIFICATIONS

Data from the 2002 Economic Census are published primarily according to the 2002 North American Industry Classification System (NAICS). NAICS was first adopted in the United States, Canada, and Mexico in 1997. The 2002 Economic Census covers the following NAICS sectors:

21	Mining
22	Utilities
23	Construction
31-33	Manufacturing
42	Wholesale Trade
44-45	Retail Trade
48-49	Transportation and Warehousing
51	Information
52	Finance and Insurance
53	Real Estate and Rental and Leasing
54	Professional, Scientific, and Technical Services
55	Management of Companies and Enterprises
56	Administrative and Support and Waste Management and Remediation Services
61	Educational Services
62	Health Care and Social Assistance
71	Arts, Entertainment, and Recreation
72	Accommodation and Food Services
81	Other Services (except Public Administration)

(Not listed above are the Agriculture, Forestry, Fishing, and Hunting sector (NAICS 11), partially covered by the census of agriculture conducted by the U.S. Department of Agriculture, and the Public Administration sector (NAICS 92), largely covered by the census of governments conducted by the Census Bureau.)

The 20 NAICS sectors are subdivided into 100 subsectors (three-digit codes), 317 industry groups (four-digit codes), and, as implemented in the United States, 1,179 industries (six-digit codes).

RELATIONSHIP TO HISTORICAL INDUSTRY CLASSIFICATIONS

Prior to the 1997 Economic Census, data were published according to the Standard Industrial Classification (SIC) system. While many of the individual NAICS industries correspond directly to industries as defined under the SIC system, most of the higher level groupings do not. Particular care should be taken in comparing data for retail trade, wholesale trade, and manufacturing, which are sector titles used in both NAICS and SIC, but cover somewhat different groups of industries. The 1997 Economic Census *Bridge Between NAICS and SIC* demonstrates the relationships between NAICS and SIC industries. Where changes are significant, it may not be possible to construct time series that include data for points both before and after 1997.

Most industry classifications remained unchanged between 1997 and 2002, but NAICS 2002 includes substantial revisions within the construction and wholesale trade sectors, and a number of revisions for the retail trade and information sectors. These changes are noted in industry definitions and will be demonstrated in the *Bridge Between NAICS 2002 and NAICS 1997*.

For 2002, data for enterprise support establishments (those functioning primarily to support the activities of their company's operating establishments, such as a warehouse or a research and development laboratory) are included in the industry that reflects their activities (such as warehousing). For 1997, such establishments were termed auxiliaries and were excluded from industry totals.

BASIS OF REPORTING

The economic census is conducted on an establishment basis. A company operating at more than one location is required to file a separate report for each store, factory, shop, or other location. Each establishment is assigned a separate industry classification based on its primary activity and not that of its parent company. (For selected industries, only payroll, employment, and classification are collected for individual establishments, while other data are collected on a consolidated basis.)

GEOGRAPHIC AREA CODING

Accurate and complete information on the physical location of each establishment is required to tabulate the census data for states, metropolitan and micropolitan statistical areas, counties, and corporate municipalities (places) including cities, towns, townships, villages, and boroughs. Respondents were required to report their physical location (street address, municipality, county, and state) if it differed from their mailing address. For establishments not surveyed by mail (and those single-establishment companies that did not provide acceptable information on physical location), location information from administrative sources is used as a basis for coding.

AVAILABILITY OF ADDITIONAL DATA

All results of the 2002 Economic Census are available on the Census Bureau Internet site (www.census.gov) and on digital versatile discs (DVD-ROMs) for sale by the Census Bureau. The American FactFinder system at the Internet site allows selective retrieval and downloading of the data. For more information, including a description of reports being issued, see the Internet site, write to the U.S. Census Bureau, Washington, DC 20233-6100, or call Customer Services at 301-763-4100.

HISTORICAL INFORMATION

The economic census has been taken as an integrated program at 5-year intervals since 1967 and before that for 1954, 1958, and 1963. Prior to that time, individual components of the economic census were taken separately at varying intervals.

The economic census traces its beginnings to the 1810 Decennial Census, when questions on manufacturing were included with those for population. Coverage of economic activities was expanded for the 1840 Decennial Census and subsequent censuses to include mining and some commercial activities. The 1905 Manufactures Census was the first time a census was taken apart

from the regular decennial population census. Censuses covering retail and wholesale trade and construction industries were added in 1930, as were some service trades in 1933. Censuses of construction, manufacturing, and the other business censuses were suspended during World War II.

The 1954 Economic Census was the first census to be fully integrated, providing comparable census data across economic sectors and using consistent time periods, concepts, definitions, classifications, and reporting units. It was the first census to be taken by mail, using lists of firms provided by the administrative records of other federal agencies. Since 1963, administrative records also have been used to provide basic statistics for very small firms, reducing or eliminating the need to send them census report forms.

The range of industries covered in the economic census expanded between 1967 and 2002. The census of construction industries began on a regular basis in 1967, and the scope of service industries, introduced in 1933, was broadened in 1967, 1977, and 1987. While a few transportation industries were covered as early as 1963, it was not until 1992 that the census broadened to include all of transportation, communications, and utilities. Also new for 1992 was coverage of financial, insurance, and real estate industries. With these additions, the economic census and the separate census of governments and census of agriculture collectively covered roughly 98 percent of all economic activity. New for 2002 is coverage of four industries classified in the agriculture, forestry, and fishing sector under the SIC system: landscape architectural services, landscaping services, veterinary services, and pet care services.

Printed statistical reports from the 1992 and earlier censuses provide historical figures for the study of long-term time series and are available in some large libraries. Reports for 1997 were published primarily on the Internet and copies of 1992 reports are also available there. CD-ROMs issued from the 1987, 1992, and 1997 Economic Censuses contain databases that include all or nearly all data published in print, plus additional statistics, such as ZIP Code statistics, published only on CD-ROM.

SOURCES FOR MORE INFORMATION

More information about the scope, coverage, classification system, data items, and publications for the 2002 Economic Census and related surveys is published in the *Guide to the 2002 Economic Census* at www.census.gov/econ/census02/guide. More information on the methodology, procedures, and history of the census will be published in the *History of the 2002 Economic Census* at www.census.gov/econ/www/history.html.

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Information

SCOPE

The Information sector (sector 51) comprises establishments engaged in the following processes: (a) producing and distributing information and cultural products, (b) providing the means to transmit or distribute these products as well as data or communications, and (c) processing data.

The main components of this sector are the publishing industries, including software publishing, and both traditional publishing and publishing exclusively over the Internet; the telecommunications industries; the industries known as Internet service providers and Web search portals, data processing industries, and the information services industries.

The expressions “information age” and “global information economy” are used with considerable frequency today. The general idea of an “information economy” includes both the notion of industries primarily producing, processing, and distributing information, as well as the idea that every industry is using available information and information technology to reorganize and make themselves more productive.

For the purpose of developing NAICS, it is the transformation of information into a commodity that is produced and distributed by a number of growing industries that is at issue. The Information sector groups three types of establishments: (1) those engaged in producing and distributing information and cultural products; (2) those that provide the means to transmit or distribute these products as well as data or communications; and (3) those that process data. Cultural products are those that directly express attitudes, opinions, ideas, values, and artistic creativity; provide entertainment; or offer information and analysis concerning the past and present. Included in this definition are popular, mass-produced products, as well as cultural products that normally have a more limited audience, such as poetry books, literary magazines, or classical records.

The unique characteristics of information and cultural products, and of the processes involved in their production and distribution, distinguish the Information sector from the goods-producing and service-producing sectors. Some of these characteristics are:

1. Unlike traditional goods, an “information or cultural product,” such as a newspaper online or television program, does not necessarily have tangible qualities, nor is it necessarily associated with a particular form. A movie can be shown at a movie theater, on a television broadcast, through video-on-demand or rented at a local video store. A sound recording can be aired on radio, embedded in multimedia products, or sold at a record store.
2. Unlike traditional services, the delivery of these products does not require direct contact between the supplier and the consumer.
3. The value of these products to the consumer lies in their informational, educational, cultural, or entertainment content, not in the format in which they are distributed. Most of these products are protected from unlawful reproduction by copyright laws.
4. The intangible property aspect of information and cultural products makes the processes involved in their production and distribution very different from goods and services. Only those possessing the rights to these works are authorized to reproduce, alter, improve, and distribute them. Acquiring and using these rights often involves significant costs. In addition, technology is revolutionizing the distribution of these products. It is possible to distribute them in a physical form, via broadcast, or online.
5. Distributors of information and cultural products can easily add value to the products they distribute. For instance, broadcasters add advertising not contained in the original product.

This capacity means that unlike traditional distributors, they derive revenue not from sale of the distributed product to the final consumer, but from those who pay for the privilege of adding information to the original product. Similarly, a directory and mailing list publisher can acquire the rights to thousands of previously published newspaper and periodical articles and add new value by providing search and software and organizing the information in a way that facilitates research and retrieval. These products often command a much higher price than the original information.

The distribution modes for information commodities may either eliminate the necessity for traditional manufacture, or reverse the conventional order of manufacture-distribute: A newspaper distributed online, for example, can be printed locally or by the final consumer. Similarly, it is anticipated that packaged software, which today is mainly bought through the traditional retail channels, will soon be available mainly online. The NAICS Information sector is designed to make such economic changes transparent as they occur, or to facilitate designing surveys that will monitor the new phenomena and provide data to analyze the changes.

Many of the industries in the NAICS Information sector are engaged in producing products protected by copyright law, or in distributing them (other than distribution by traditional wholesale and retail methods). Examples are traditional publishing industries, software and directory and mailing list publishing industries, and film and sound industries. Broadcasting and telecommunications industries and information providers and processors are also included in the Information sector, because their technologies are so closely linked to other industries in the Information sector.

Many of the “kinds of business” included in this sector are not thought of as commercial businesses and the terms (such as “business,” “establishment,” and “firm”) used to describe them may not be descriptive of such services. However, these terms are applied to all “kinds of business” in order to maintain conformity in the measures of the production and delivery of goods and services and in the presentation of data.

Exclusions. The tabulations for this sector do not include central administrative offices, warehouses, or other establishments that serve information establishments within the same organization. Data for such establishments are classified according to the nature of the service they provide. For example, separate headquarters establishments are reported in NAICS sector 55, Management of Companies and Enterprises.

The reports described below exclude establishments of firms with no paid employees. These “nonemployers,” typically self-employed individuals or partnerships operating businesses that they have not chosen to incorporate, are reported separately in *Nonemployer Statistics*. The contribution of nonemployers, relatively large for this sector, may be examined at www.census.gov/nonemployerimpact.

Definitions. Industry categories are defined in Appendix B, NAICS Codes, Titles, and Descriptions. Other terms are defined in Appendix A, Explanation of Terms.

REPORTS

The following reports provide statistics on this sector.

Industry Series. There are 13 reports, each covering a group of related industries. The reports present, by kind of business for the United States, general statistics for establishments of firms with payroll on number of establishments, receipts, payroll, and employment; comparative statistics for 2002 and 1997; product lines; and concentration of business activity in the largest firms. The data in industry reports are preliminary and subject to change in the following reports.

Geographic Area Series. There is a separate report for each state, the District of Columbia, and the United States. Each state report presents, for establishments of firms with payroll, general statistics on number of establishments, receipts, expenses of tax-exempt establishments, payroll, and employment by kind of business for the state, metropolitan and micropolitan statistical areas, counties, and places with 2,500 inhabitants or more. Greater kind-of-business detail is shown for larger areas. The United States report presents data for the United States as a whole for detailed kind-of-business classifications.

Subject Series:

- **Product Lines.** This report presents product lines data for establishments of firms with payroll by kind of business. Data are presented for the United States and states.
- **Establishment and Firm Size (Including Legal Form of Organization).** This report presents receipts/revenue, payroll, and employment data for the United States by receipts/revenue size, by employment size, and by legal form of organization for establishments of firms with payroll; and by receipts/revenue size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits) for firms with payroll.
- **Miscellaneous Subjects.** This report presents data for a variety of industry-specific topics for establishments of firms with payroll. Presentation of data varies by kind of business.

Other reports. Data for this sector are also included in reports with multisector coverage, including *Nonemployer Statistics*, *Comparative Statistics*, *Bridge Between 2002 NAICS and 1997 NAICS*, *Business Expenses*, and the Survey of Business Owners reports.

GEOGRAPHIC AREAS COVERED

The level of geographic detail varies by report. Maps are available at www.census.gov/econ2002maps. Notes specific to areas in the state are included in Appendix D, Geographic Notes. Data may be presented for –

1. The United States as a whole.
2. States and the District of Columbia.
3. Metropolitan and micropolitan statistical areas. A core based statistical area (CBSA) contains a core area with a substantial population nucleus, together with adjacent communities having a high degree of social and economic integration with that core. CBSAs are differentiated into metropolitan and micropolitan statistical areas based on size criteria. Both metropolitan and micropolitan statistical areas are defined in terms of entire counties, and are listed in Appendix E, Metropolitan and Micropolitan Statistical Areas.
 - a. Metropolitan Statistical Areas (metro areas). Metro areas have at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
 - b. Micropolitan Statistical Areas (micro areas). Micro areas have at least one urban cluster of at least 10,000, but less than 50,000 population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
 - c. Metropolitan Divisions (metro divisions). If specified criteria are met, a metro area containing a single core with a population of 2.5 million or more may be subdivided to form smaller groupings of counties referred to as Metropolitan Divisions.
 - d. Combined Statistical Areas (combined areas). If specified criteria are met, adjacent metro and micro areas, in various combinations, may become the components of a new set of areas called Combined Statistical Areas. The areas that combine retain their own designations as metro or micro areas within the larger combined area.
4. Counties and county equivalents defined as of January 1, 2002. Counties are the primary divisions of states, except in Louisiana where they are called parishes and in Alaska where they are called boroughs, census areas, and city and boroughs. Maryland, Missouri, Nevada, and Virginia have one place or more that is independent of any county organization and constitutes primary divisions of their states. These places are treated as counties and as places.
5. Economic places.

-
- a. Municipalities of 2,500 inhabitants or more defined as of January 1, 2002. These are areas of significant population incorporated as cities, boroughs, villages, or towns according to the 2000 Census of Population. For the economic census, boroughs, census areas, and city and boroughs in Alaska and boroughs in New York are not included in this category.
 - b. Consolidated cities defined as of January 1, 2002. Consolidated cities are consolidated governments that consist of separately incorporated municipalities.
 - c. Townships in Michigan, New Jersey, and Pennsylvania, and towns in New York, Wisconsin, and the six New England states with 10,000 inhabitants or more (according to the 2000 Census of Population).
 - d. Balance of county. Areas outside the entities listed above, including incorporated municipalities with populations of fewer than 2,500, towns and townships not qualifying as noted above, and the remainders of counties outside places are categorized as "Balance of county."

DOLLAR VALUES

All dollar values presented are expressed in current dollars; i.e., 2002 data are expressed in 2002 dollars, and 1997 data, in 1997 dollars. Consequently, when making comparisons with prior years, users of the data should consider the changes in prices that have occurred.

All dollar values are shown in thousands of dollars.

COMPARABILITY OF THE 1997 AND 2002 ECONOMIC CENSUSES

Both the 2002 Economic Census and the 1997 Economic Census present data based on the North American Industry Classification System (NAICS).

The 1997 Economic Census was the first census to present data based on NAICS, the successor to the Standard Industrial Classification (SIC) system. NAICS was revised for 2002 and a number of revisions affect the Information Sector. New industries were created for Internet publishing and broadcasting and Web search portals. Revisions to the hierarchical structure were made and revised NAICS codes were assigned to selected industries. Most tables in the 2002 Economic Census reports present data based on 2002 NAICS. A comparative table in the Industry Series reports, and the multisector Comparative Statistics report, present data for both 2002 and 1997 based on 1997 NAICS.

These tables for 2002 include information establishments that primarily serve other establishments of the same enterprise. These "enterprise support" establishments were not included in data for the information sector in 1997, but were instead included in the "Other auxiliary establishments" kind-of-business category in the "Auxiliaries, Excluding Corporate, Subsidiary, and Regional Managing Offices" reports.

RELIABILITY OF DATA

All data compiled for this sector are subject to nonsampling errors. Nonsampling errors can be attributed to many sources: inability to identify all cases in the actual universe; definition and classification difficulties; differences in the interpretation of questions; errors in recording or coding the data obtained; and other errors of collection, response, coverage, processing, and estimation for missing or misreported data. Data presented in the Miscellaneous Subjects and Product Lines reports for this sector are subject to sampling errors, as well as nonsampling errors.

The accuracy of these tabulated data is determined by the joint effects of the various nonsampling errors or by the joint effects of sampling and nonsampling errors. No direct measurement of these effects has been obtained except for estimation for missing or misreported data, as by the percentages shown in the tables. Precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize the effects of nonsampling errors. More information on the reliability of the data is included in Appendix C, Methodology.

DISCLOSURE

In accordance with federal law governing census reports (Title 13 of the United States Code), no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind-of-business classification is not considered a disclosure; therefore, this information may be released even though other information is withheld. Techniques employed to limit disclosure are discussed at www.census.gov/epcd/ec02/disclosure.htm.

AVAILABILITY OF MORE FREQUENT ECONOMIC DATA

The Census Bureau conducts the Service Annual Survey (SAS) each year. This survey, while providing more frequent observations, yields less kind-of-business and geographic detail than the economic census. In addition, the County Business Patterns program offers annual statistics on the number of establishments, employment, and payroll classified by industry within each county, and Statistics of U.S. Businesses program provides annual statistics classified by the employment size of the enterprise, further classified by industry for the United States, and by broader categories for states and metropolitan areas.

CONTACTS FOR DATA USERS

Questions about these data may be directed to the U.S. Census Bureau, Service Sector Statistics Division, Service Census Branch, 1-800-541-8345 or scb@census.gov.

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used with these data:

D	Withheld to avoid disclosing data of individual companies; data are included in higher level totals
N	Not available or not comparable
Q	Receipts not collected at this level of detail for multiestablishment firms
S	Withheld because estimates did not meet publication standards
X	Not applicable
Z	Less than half the unit shown
a	0 to 19 employees
b	20 to 99 employees
c	100 to 249 employees
e	250 to 499 employees
f	500 to 999 employees
g	1,000 to 2,499 employees
h	2,500 to 4,999 employees
i	5,000 to 9,999 employees
j	10,000 to 24,999 employees
k	25,000 to 49,999 employees
l	50,000 to 99,999 employees
m	100,000 employees or more
r	Revised
–	Represents zero (page image/print only)
(CC)	Consolidated city
(IC)	Independent city

Table 1. Summary Statistics for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	Kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records ¹	Estimated ²
515	Broadcasting (except Internet)	9 570	75 326 041	14 837 868	3 874 436	295 067	3.2	9.4
5151	Radio and television broadcasting	8 856	49 298 467	11 903 137	2 968 246	254 460	1.8	7.4
51511	Radio broadcasting	6 897	15 793 148	4 825 270	1 204 086	128 896	2.8	7.6
515111	Radio networks	613	2 236 361	611 616	151 012	12 129	2.0	12.4
515112	Radio stations	6 284	13 556 787	4 213 654	1 053 074	116 767	2.9	6.8
51512	Television broadcasting	1 959	33 505 319	7 077 867	1 764 160	125 564	1.4	7.4
515120	Television broadcasting	1 959	33 505 319	7 077 867	1 764 160	125 564	1.4	7.4
5152	Cable and other subscription programming	714	26 027 574	2 934 731	906 190	40 607	5.9	13.1
51521	Cable and other subscription programming	714	26 027 574	2 934 731	906 190	40 607	5.9	13.1
515210	Cable and other subscription programming	714	26 027 574	2 934 731	906 190	40 607	5.9	13.1

¹Includes receipts information obtained from administrative records of other federal agencies.

²Includes receipts information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 2. Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 and 1997 Economic Censuses. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

1997 NAICS code	Kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
5131	Radio and television broadcasting 2002..	8 856	49 298 467	11 903 137	254 460
 1997..	8 789	40 425 210	9 868 917	249 715
51311	Radio broadcasting 2002..	6 897	15 793 148	4 825 270	128 896
 1997..	6 894	10 648 134	3 604 481	126 673
513111	Radio networks 2002..	613	2 236 361	611 616	12 129
 1997..	303	851 348	216 563	5 648
513112	Radio stations 2002..	6 284	13 556 787	4 213 654	116 767
 1997..	6 591	9 796 786	3 387 918	121 025
51312	Television broadcasting 2002..	1 959	33 505 319	7 077 867	125 564
 1997..	1 895	29 777 076	6 264 436	123 042
513120	Television broadcasting 2002..	1 959	33 505 319	7 077 867	125 564
 1997..	1 895	29 777 076	6 264 436	123 042
51321	Cable networks 2002..	714	26 027 574	2 934 731	40 607
 1997..	494	10 389 609	1 358 211	26 488
513210	Cable networks 2002..	714	26 027 574	2 934 731	40 607
 1997..	494	10 389 609	1 358 211	26 488

Note: The data in this table are based on the 2002 and 1997 Economic Censuses. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 3. Product Lines by Kind of Business for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Estab- lishments with the product line	All estab- lishments ¹	
515		Broadcasting (except Internet)	9 570	X	75 326 041	X	100.0	85.7
	32240	Air time - Radio broadcasting, including network compensation and advertising	6 447	15 680 098	14 512 406	92.6	19.3	X
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants	857	1 527 909	752 887	49.3	1.0	X
	32270	Radio: Production and postproduction services	110	702 955	12 829	1.8	Z	X
	32280	Radio: Program rights	136	1 669 792	62 713	3.8	.1	X
	32290	Radio: Other broadcasting services	723	3 525 219	188 665	5.4	.3	X
	32300	Air time - Television broadcasting, including network compensation and advertising	2 351	54 543 506	45 347 544	83.1	60.2	X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants	398	2 573 931	1 869 220	72.6	2.5	X
	32320	Specialty programming (wholesaling) services -Television	267	15 417 968	8 013 024	52.0	10.6	X
	32330	Television: Production and postproduction services	955	10 425 108	259 469	2.5	.3	X
	32340	Television: Program rights	270	5 388 411	474 987	8.8	.6	X
	32350	Television: Other broadcasting services	316	6 058 144	716 720	11.8	1.0	X
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment	94	228 374	13 957	6.1	Z	X
	32810	Sale of online advertising space: Broadcasting	386	8 663 869	104 647	1.2	.1	X
	35550	Internet access services	33	444 024	5 889	1.3	Z	X
	39000	Merchandise sales	304	5 301 244	314 631	5.9	.4	X
	39250	Rental or lease of goods and/or equipment	821	5 201 562	46 247	.9	.1	X
	39500	All other receipts	3 604	46 232 264	2 466 448	5.3	3.3	X
5151		Radio and television broadcasting	8 856	X	49 298 467	X	100.0	89.0
	32240	Air time - Radio broadcasting, including network compensation and advertising	6 447	15 680 098	14 512 406	92.6	29.4	87.7
	32241	Network compensation	2 640	8 676 299	272 528	3.1	.6	X
	32242	National and regional advertising (net)	5 045	14 934 100	4 028 229	27.0	8.2	X
	32243	Local advertising (net)	6 178	13 948 454	10 211 649	73.2	20.7	X
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants	857	1 527 909	752 887	49.3	1.5	X
	32260	Specialty programming (wholesaling) services -Audio	59	193 831	6 810	3.5	Z	X
	32270	Radio: Production and postproduction services	110	702 955	12 829	1.8	Z	X
	32280	Radio: Program rights	132	1 528 983	54 384	3.6	.1	X
	32290	Radio: Other broadcasting services	698	3 250 888	185 802	5.7	.4	X
	32300	Air time - Television broadcasting, including network compensation and advertising	1 805	31 998 161	30 423 705	95.1	61.7	88.3
	32301	Network compensation	935	18 140 134	1 428 296	7.9	2.9	X
	32302	National and regional advertising (net)	1 430	30 712 206	18 335 134	59.7	37.2	X
	32303	Local advertising (net)	1 670	23 274 598	10 660 275	45.8	21.6	X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants	297	2 156 188	1 566 516	72.7	3.2	X
	32320	Specialty programming (wholesaling) services -Television	49	859 965	57 877	6.7	.1	X
	32330	Television: Production and postproduction services	892	9 331 950	239 688	2.6	.5	X
	32340	Television: Program rights	186	3 929 305	324 806	8.3	.7	X
	32350	Television: Other broadcasting services	257	4 201 337	112 093	2.7	.2	X
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment	94	228 374	13 957	6.1	Z	X
	32810	Sale of online advertising space: Broadcasting	344	5 601 465	32 550	.6	.1	X
	35550	Internet access services	29	430 750	3 286	.8	Z	44.5
	35552	Broadband	25	411 566	3 218	.8	Z	X
	39000	Merchandise sales	212	1 254 997	39 777	3.2	.1	89.0
	39039	Sale of merchandise, not specified by type	212	1 254 997	39 777	3.2	.1	X
	39250	Rental or lease of goods and/or equipment	792	4 820 518	42 343	.9	.1	X
	39500	All other receipts	3 272	30 034 003	916 751	3.1	1.9	89.0
	39532	All other receipts	3 272	30 034 003	916 751	3.1	1.9	X
51511		Radio broadcasting	6 897	X	15 793 148	X	100.0	85.6
	32240	Air time - Radio broadcasting, including network compensation and advertising	6 391	15 105 817	14 394 131	95.3	91.1	84.3
	32241	Network compensation	2 626	8 450 773	271 752	3.2	1.7	X
	32242	National and regional advertising (net)	5 019	14 525 040	4 010 561	27.6	25.4	X
	32243	Local advertising (net)	6 125	13 401 515	10 111 818	75.5	64.0	X
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants	802	991 489	681 185	68.7	4.3	X
	32260	Specialty programming (wholesaling) services -Audio	59	193 831	6 810	3.5	Z	X
	32270	Radio: Production and postproduction services	91	262 025	5 793	2.2	Z	X
	32280	Radio: Program rights	126	1 372 513	52 039	3.8	.3	X
	32290	Radio: Other broadcasting services	684	3 098 774	182 787	5.9	1.2	X
	32300	Air time - Television broadcasting, including network compensation and advertising	25	33 417	13 972	41.8	.1	81.8
	32302	National and regional advertising (net)	14	24 773	5 971	24.1	Z	X
	32303	Local advertising (net)	18	19 607	7 746	39.5	Z	X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants	17	175 018	46 365	26.5	.3	X
	32320	Specialty programming (wholesaling) services -Television	6	14 626	1 252	8.6	Z	X
	32330	Television: Production and postproduction services	8	24 842	1 128	4.5	Z	X
	32350	Television: Other broadcasting services	11	20 878	519	2.5	Z	X
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment	78	214 637	13 622	6.3	.1	X
	32810	Sale of online advertising space: Broadcasting	133	1 218 969	9 096	.7	.1	X
	35550	Internet access services	13	49 459	271	.5	Z	84.6
	35552	Broadband	11	49 347	271	.5	Z	X
	39000	Merchandise sales	133	504 478	29 390	5.8	.2	85.6
	39039	Sale of merchandise, not specified by type	133	504 478	29 390	5.8	.2	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Estab- lishments with the product line	All estab- lishments ¹	
51511		Radio broadcasting—Con.						
	39250	Rental or lease of goods and/or equipment	439	1 565 476	17 214	1.1	.1	X
	39500	All other receipts	2 432	7 441 701	337 438	4.5	2.1	85.5
	39532	All other receipts	2 432	7 441 701	337 438	4.5	2.1	X
515111		Radio networks	613	X	2 236 361	X	100.0	74.6
	32240	Air time - Radio broadcasting, including network compensation and advertising	427	2 085 608	1 813 868	87.0	81.1	73.2
	32241	Network compensation	98	349 339	39 143	11.2	1.8	X
	32242	National and regional advertising (net)	290	1 973 819	1 329 203	67.3	59.4	X
	32243	Local advertising (net)	246	623 221	445 522	71.5	19.9	X
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants	223	208 585	167 503	80.3	7.5	X
	32260	Specialty programming (wholesaling) services - Audio	6	145 162	1 387	1.0	.1	X
	32270	Radio: Production and postproduction services	18	52 979	1 319	2.5	.1	X
	32280	Radio: Program rights	49	1 176 617	28 178	2.4	1.3	X
	32290	Radio: Other broadcasting services	67	631 168	77 177	12.2	3.5	X
	32300	Air time - Television broadcasting, including network compensation and advertising	6	8 744	1 364	15.6	.1	X
	32320	Specialty programming (wholesaling) services -Television	6	14 626	1 252	8.6	.1	X
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment	8	12 099	201	1.7	Z	X
	32810	Sale of online advertising space: Broadcasting	14	480 124	5 300	1.1	.2	X
	39000	Merchandise sales	51	180 877	24 645	13.6	1.1	74.6
	39039	Sale of merchandise, not specified by type	51	180 877	24 645	13.6	1.1	X
	39250	Rental or lease of goods and/or equipment	20	38 711	403	1.0	Z	X
	39500	All other receipts	114	971 453	113 473	11.7	5.1	74.4
	39532	All other receipts	114	971 453	113 473	11.7	5.1	X
515112		Radio stations	6 284	X	13 556 787	X	100.0	87.4
	32240	Air time - Radio broadcasting, including network compensation and advertising	5 964	13 020 209	12 580 263	96.6	92.8	86.1
	32241	Network compensation	2 528	8 101 434	232 609	2.9	1.7	X
	32242	National and regional advertising (net)	4 729	12 551 221	2 681 358	21.4	19.8	X
	32243	Local advertising (net)	5 879	12 778 294	9 666 296	75.6	71.3	X
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants	579	782 904	513 682	65.6	3.8	X
	32260	Specialty programming (wholesaling) services - Audio	53	48 669	5 423	11.1	Z	X
	32270	Radio: Production and postproduction services	73	209 046	4 474	2.1	Z	X
	32280	Radio: Program rights	77	195 896	23 861	12.2	.2	X
	32290	Radio: Other broadcasting services	617	2 467 606	105 610	4.3	.8	X
	32300	Air time - Television broadcasting, including network compensation and advertising	19	24 673	12 608	51.1	.1	82.3
	32302	National and regional advertising (net)	10	16 364	4 840	29.6	Z	X
	32303	Local advertising (net)	16	19 272	7 513	39.0	.1	X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants	17	175 018	46 365	26.5	.3	X
	32330	Television: Production and postproduction services	6	17 082	949	5.6	Z	X
	32350	Television: Other broadcasting services	9	10 032	407	4.1	Z	X
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment	70	202 538	13 421	6.6	.1	X
	32810	Sale of online advertising space: Broadcasting	119	738 845	3 796	.5	Z	X
	35550	Internet access services	11	49 347	271	.5	Z	86.3
	35552	Broadband	11	49 347	271	.5	Z	X
	39000	Merchandise sales	82	323 601	4 745	1.5	Z	87.4
	39039	Sale of merchandise, not specified by type	82	323 601	4 745	1.5	Z	X
	39250	Rental or lease of goods and/or equipment	419	1 526 765	16 811	1.1	.1	X
	39500	All other receipts	2 318	6 470 248	223 965	3.5	1.7	87.4
	39532	All other receipts	2 318	6 470 248	223 965	3.5	1.7	X
51512		Television broadcasting	1 959	X	33 505 319	X	100.0	90.7
	32240	Air time - Radio broadcasting, including network compensation and advertising	56	574 281	118 275	20.6	.4	90.7
	32241	Network compensation	14	225 526	776	.3	Z	X
	32242	National and regional advertising (net)	26	409 060	17 668	4.3	.1	X
	32243	Local advertising (net)	53	546 939	99 831	18.3	.3	X
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants	55	536 420	71 702	13.4	.2	X
	32270	Radio: Production and postproduction services	19	440 930	7 036	1.6	Z	X
	32280	Radio: Program rights	6	156 470	2 345	1.5	Z	X
	32290	Radio: Other broadcasting services	14	152 114	3 015	2.0	Z	X
	32300	Air time - Television broadcasting, including network compensation and advertising	1 780	31 964 744	30 409 733	95.1	90.8	89.9
	32301	Network compensation	933	18 131 681	1 428 041	7.9	4.3	X
	32302	National and regional advertising (net)	1 416	30 687 433	18 329 163	59.7	54.7	X
	32303	Local advertising (net)	1 652	23 254 991	10 652 529	45.8	31.8	X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants	280	1 981 170	1 520 151	76.7	4.5	X
	32320	Specialty programming (wholesaling) services -Television	43	845 339	56 625	6.7	.2	X
	32330	Television: Production and postproduction services	884	9 307 108	238 560	2.6	.7	X
	32340	Television: Program rights	185	3 929 169	324 670	8.3	1.0	X
	32350	Television: Other broadcasting services	246	4 180 459	111 574	2.7	.3	X
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment	16	13 737	335	2.4	Z	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Estab- lishments with the product line	All estab- lishments ¹	
51512		Television broadcasting—Con.						
	32810	Sale of online advertising space: Broadcasting	211	4 382 496	23 454	.5	.1	X
	35550	Internet access services	16	381 291	3 015	.8	Z	39.8
	35552	Broadband	14	362 219	2 947	.8	Z	X
	39000	Merchandise sales.....	79	750 519	10 387	1.4	Z	90.7
	39039	Sale of merchandise, not specified by type	79	750 519	10 387	1.4	Z	X
	39250	Rental or lease of goods and/or equipment	353	3 255 042	25 129	.8	.1	X
	39500	All other receipts	840	22 592 302	579 313	2.6	1.7	90.7
	39532	All other receipts	840	22 592 302	579 313	2.6	1.7	X
515120		Television broadcasting	1 959	X	33 505 319	X	100.0	90.7
	32240	Air time - Radio broadcasting, including network compensation and advertising	56	574 281	118 275	20.6	.4	90.7
	32241	Network compensation	14	225 526	776	.3	Z	X
	32242	National and regional advertising (net)	26	409 060	17 668	4.3	.1	X
	32243	Local advertising (net)	53	546 939	99 831	18.3	.3	X
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants	55	536 420	71 702	13.4	.2	X
	32270	Radio: Production and postproduction services	19	440 930	7 036	1.6	Z	X
	32280	Radio: Program rights	6	156 470	2 345	1.5	Z	X
	32290	Radio: Other broadcasting services	14	152 114	3 015	2.0	Z	X
	32300	Air time - Television broadcasting, including network compensation and advertising	1 780	31 964 744	30 409 733	95.1	90.8	89.9
	32301	Network compensation	933	18 131 681	1 428 041	7.9	4.3	X
	32302	National and regional advertising (net)	1 416	30 687 433	18 329 163	59.7	54.7	X
	32303	Local advertising (net)	1 652	23 254 991	10 652 529	45.8	31.8	X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants	280	1 981 170	1 520 151	76.7	4.5	X
	32320	Specialty programming (wholesaling) services -Television	43	845 339	56 625	6.7	.2	X
	32330	Television: Production and postproduction services	884	9 307 108	238 560	2.6	.7	X
	32340	Television: Program rights	185	3 929 169	324 670	8.3	1.0	X
	32350	Television: Other broadcasting services	246	4 180 459	111 574	2.7	.3	X
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment	16	13 737	335	2.4	Z	X
	32810	Sale of online advertising space: Broadcasting	211	4 382 496	23 454	.5	.1	X
	35550	Internet access services	16	381 291	3 015	.8	Z	39.8
	35552	Broadband	14	362 219	2 947	.8	Z	X
	39000	Merchandise sales.....	79	750 519	10 387	1.4	Z	90.7
	39039	Sale of merchandise, not specified by type	79	750 519	10 387	1.4	Z	X
	39250	Rental or lease of goods and/or equipment	353	3 255 042	25 129	.8	.1	X
	39500	All other receipts	840	22 592 302	579 313	2.6	1.7	90.7
	39532	All other receipts	840	22 592 302	579 313	2.6	1.7	X
5152		Cable and other subscription programming	714	X	26 027 574	X	100.0	79.3
	32290	Radio: Other broadcasting services	25	274 331	2 863	1.0	Z	X
	32300	Air time - Television broadcasting, including network compensation and advertising	546	22 545 345	14 923 839	66.2	57.3	46.1
	32301	Network compensation	268	4 725 504	2 533 918	53.6	9.7	X
	32302	National and regional advertising (net)	448	22 207 390	11 960 712	53.9	46.0	X
	32303	Local advertising (net)	207	6 672 520	429 209	6.4	1.6	X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants	101	417 743	302 704	72.5	1.2	X
	32320	Specialty programming (wholesaling) services -Television	218	14 558 003	7 955 147	54.6	30.6	X
	32330	Television: Production and postproduction services	63	1 093 158	19 781	1.8	.1	X
	32340	Television: Program rights	84	1 459 106	150 181	10.3	.6	X
	32350	Television: Other broadcasting services	59	1 856 807	604 627	32.6	2.3	X
	32810	Sale of online advertising space: Broadcasting	42	3 062 404	72 097	2.4	.3	X
	39000	Merchandise sales.....	92	4 046 247	274 854	6.8	1.1	79.3
	39039	Sale of merchandise, not specified by type	92	4 046 247	274 854	6.8	1.1	X
	39250	Rental or lease of goods and/or equipment	29	381 044	3 904	1.0	Z	X
	39500	All other receipts	332	16 198 261	1 549 697	9.6	6.0	79.3
	39532	All other receipts	332	16 198 261	1 549 697	9.6	6.0	X
51521		Cable and other subscription programming	714	X	26 027 574	X	100.0	79.3
	32290	Radio: Other broadcasting services	25	274 331	2 863	1.0	Z	X
	32300	Air time - Television broadcasting, including network compensation and advertising	546	22 545 345	14 923 839	66.2	57.3	46.1
	32301	Network compensation	268	4 725 504	2 533 918	53.6	9.7	X
	32302	National and regional advertising (net)	448	22 207 390	11 960 712	53.9	46.0	X
	32303	Local advertising (net)	207	6 672 520	429 209	6.4	1.6	X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants	101	417 743	302 704	72.5	1.2	X
	32320	Specialty programming (wholesaling) services -Television	218	14 558 003	7 955 147	54.6	30.6	X
	32330	Television: Production and postproduction services	63	1 093 158	19 781	1.8	.1	X
	32340	Television: Program rights	84	1 459 106	150 181	10.3	.6	X
	32350	Television: Other broadcasting services	59	1 856 807	604 627	32.6	2.3	X
	32810	Sale of online advertising space: Broadcasting	42	3 062 404	72 097	2.4	.3	X
	39000	Merchandise sales.....	92	4 046 247	274 854	6.8	1.1	79.3
	39039	Sale of merchandise, not specified by type	92	4 046 247	274 854	6.8	1.1	X
	39250	Rental or lease of goods and/or equipment	29	381 044	3 904	1.0	Z	X
	39500	All other receipts	332	16 198 261	1 549 697	9.6	6.0	79.3
	39532	All other receipts	332	16 198 261	1 549 697	9.6	6.0	X

See footnotes at end of table.

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Estab- lishments with the product line	All estab- lishments ¹	
515210		Cable and other subscription programming	714	X	26 027 574	X	100.0	79.3
	32290	Radio: Other broadcasting services	25	274 331	2 863	1.0	Z	X
	32300	Air time - Television broadcasting, including network compensation and advertising	546	22 545 345	14 923 839	66.2	57.3	46.1
	32301	Network compensation	268	4 725 504	2 533 918	53.6	9.7	X
	32302	National and regional advertising (net)	448	22 207 390	11 960 712	53.9	46.0	X
	32303	Local advertising (net)	207	6 672 520	429 209	6.4	1.6	X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants	101	417 743	302 704	72.5	1.2	X
	32320	Specialty programming (wholesaling) services -Television	218	14 558 003	7 955 147	54.6	30.6	X
	32330	Television: Production and postproduction services	63	1 093 158	19 781	1.8	.1	X
	32340	Television: Program rights	84	1 459 106	150 181	10.3	.6	X
	32350	Television: Other broadcasting services	59	1 856 807	604 627	32.6	2.3	X
	32810	Sale of online advertising space: Broadcasting	42	3 062 404	72 097	2.4	.3	X
	39000	Merchandise sales	92	4 046 247	274 854	6.8	1.1	79.3
	39039	Sale of merchandise, not specified by type	92	4 046 247	274 854	6.8	1.1	X
	39250	Rental or lease of goods and/or equipment	29	381 044	3 904	1.0	Z	X
	39500	All other receipts	332	16 198 261	1 549 697	9.6	6.0	79.3
	39532	All other receipts	332	16 198 261	1 549 697	9.6	6.0	X

¹Product line receipts and/or product line percents may not sum to total due to exclusion of selected lines to avoid disclosing data for individual companies, due to rounding, and/or due to exclusion of lines that did not meet publication criteria.

²Receipts of establishments reporting product lines as percent of total receipts.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 4. Concentration by Largest Firms for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	Kind of business and largest firms based on receipts	Establishments (number)	Receipts		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
515	Broadcasting (except Internet)						
	All firms	9 570	75 326 041	100.0	14 837 868	3 874 436	295 067
	4 largest firms	339	31 048 470	41.2	4 584 576	1 262 954	55 870
	8 largest firms	1 822	43 186 053	57.3	6 542 068	1 754 541	97 393
	20 largest firms	2 183	52 450 017	69.6	8 190 814	2 199 683	124 855
	50 largest firms	2 728	60 607 411	80.5	10 261 028	2 707 910	164 917
5151	Radio and television broadcasting						
	All firms	8 856	49 298 467	100.0	11 903 137	2 968 246	254 460
	4 largest firms	279	19 421 501	39.4	3 595 446	881 415	44 650
	8 largest firms	1 773	26 503 398	53.8	5 245 659	1 313 680	83 741
	20 largest firms	2 038	32 769 453	66.5	6 624 875	1 643 577	110 375
	50 largest firms	2 573	38 632 324	78.4	8 238 896	2 036 475	143 984
51511	Radio broadcasting						
	All firms	6 897	15 793 148	100.0	4 825 270	1 204 086	128 896
	4 largest firms	1 503	6 848 909	43.4	1 750 690	446 237	41 144
	8 largest firms	1 615	8 300 569	52.6	2 192 379	552 683	50 057
	20 largest firms	1 854	10 261 857	65.0	2 783 210	698 185	61 252
	50 largest firms	2 021	11 650 152	73.8	3 226 377	809 986	70 074
515111	Radio networks						
	All firms	613	2 236 361	100.0	611 616	151 012	12 129
	4 largest firms	58	1 128 271	50.5	269 467	65 631	3 944
	8 largest firms	83	1 343 759	60.1	350 963	88 534	5 134
	20 largest firms	113	1 686 701	75.4	428 758	107 735	6 442
	50 largest firms	231	1 981 168	88.6	523 088	130 279	8 906
515112	Radio stations						
	All firms	6 284	13 556 787	100.0	4 213 654	1 053 074	116 767
	4 largest firms	1 505	6 337 845	46.8	1 676 567	424 638	40 926
	8 largest firms	1 633	7 493 438	55.3	2 019 651	510 542	49 021
	20 largest firms	1 796	9 164 143	67.6	2 524 316	636 319	57 702
	50 largest firms	1 938	10 262 309	75.7	2 897 545	727 424	65 255
51512	Television broadcasting						
	All firms	1 959	33 505 319	100.0	7 077 867	1 764 160	125 564
	4 largest firms	155	17 023 278	50.8	2 906 361	709 466	34 422
	8 largest firms	267	20 537 801	61.3	3 643 498	907 950	45 915
	20 largest firms	519	25 515 179	76.2	4 703 685	1 163 882	66 160
	50 largest firms	776	29 356 930	87.6	5 766 643	1 418 285	89 526
515120	Television broadcasting						
	All firms	1 959	33 505 319	100.0	7 077 867	1 764 160	125 564
	4 largest firms	155	17 023 278	50.8	2 906 361	709 466	34 422
	8 largest firms	267	20 537 801	61.3	3 643 498	907 950	45 915
	20 largest firms	519	25 515 179	76.2	4 703 685	1 163 882	66 160
	50 largest firms	776	29 356 930	87.6	5 766 643	1 418 285	89 526
5152	Cable and other subscription programming						
	All firms	714	26 027 574	100.0	2 934 731	906 190	40 607
	4 largest firms	66	16 329 104	62.7	1 463 484	502 162	17 514
	8 largest firms	214	19 944 663	76.6	1 800 897	599 233	21 575
	20 largest firms	304	23 646 201	90.9	2 484 250	786 373	29 553
	50 largest firms	369	25 485 574	97.9	2 784 455	865 018	37 020
51521	Cable and other subscription programming						
	All firms	714	26 027 574	100.0	2 934 731	906 190	40 607
	4 largest firms	66	16 329 104	62.7	1 463 484	502 162	17 514
	8 largest firms	214	19 944 663	76.6	1 800 897	599 233	21 575
	20 largest firms	304	23 646 201	90.9	2 484 250	786 373	29 553
	50 largest firms	369	25 485 574	97.9	2 784 455	865 018	37 020
515210	Cable and other subscription programming						
	All firms	714	26 027 574	100.0	2 934 731	906 190	40 607
	4 largest firms	66	16 329 104	62.7	1 463 484	502 162	17 514
	8 largest firms	214	19 944 663	76.6	1 800 897	599 233	21 575
	20 largest firms	304	23 646 201	90.9	2 484 250	786 373	29 553
	50 largest firms	369	25 485 574	97.9	2 784 455	865 018	37 020

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Appendix A.

Explanation of Terms

ANNUAL PAYROLL

Payroll includes all forms of compensation such as salaries, wages, commissions, dismissal pay, bonuses, vacation allowances, sick-leave pay, and employee contributions to qualified pension plans paid during the year to all employees and reported on Internal Revenue Service (IRS) Form 941 as taxable Medicare Wages and tips (even if not subject to income or FICA tax). Also included are tips and gratuities received by employees from patrons and reported to employers. If an employee works at more than one location, the payroll is included in the one location where they spend most of their time. Also included are salaries of members of professional service organizations or associations that operate under state professional corporation statutes and file a corporate federal income tax return. Excluded are payrolls of departments or concessions operated by other companies at the establishment; payments to or withdrawals by proprietors or partners of an unincorporated company; and annuities or supplemental unemployment compensation benefits, even if income tax was withheld. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the IRS on Form 941.

ESTABLISHMENTS

An establishment is a single physical location at which business is conducted and/or services are provided. It is not necessarily identical to a company or enterprise, which may consist of one establishment or more. Economic census figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records of other federal agencies were used instead of a census report, no information was available on the number of locations operated. Each economic census establishment was tabulated according to the physical location at which the business was conducted. The count of establishments represents those in business at any time during 2002.

When two activities or more were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment. The entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted at a single location under a single ownership, separate establishment reports for each of the different activities were obtained in the census.

Leased service departments (separately owned businesses operated as departments or concessions of other service establishments or of retail businesses, such as a separately owned shoe-shine parlor in a barber shop, or a beauty shop in a department store) are treated as separate service establishments for census purposes. Leased retail departments located in service establishments (e.g., a gift shop located in a hotel) are considered separate retail establishments.

FIRMS

A firm is a business organization or entity consisting of one domestic establishment (location) or more under common ownership or control. All establishments of subsidiary firms are included as part of the owning or controlling firm. For the economic census, the terms "firm" and "company" are synonymous.

FIRST-QUARTER PAYROLL

Represents payroll paid to persons employed at any time during the quarter January to March 2002.

PAID EMPLOYEES FOR PAY PERIOD INCLUDING MARCH 12

Paid employees consists of full- and part-time employees, including salaried officers and executives of corporations, who were on the payroll during the pay period including March 12. Included are employees on paid sick leave, paid holidays, and paid vacations, and salaried members of professional service organizations or associations that operate under state professional corporation statutes and file corporate federal income tax returns. Not included are proprietors and partners of unincorporated businesses; employees of departments or concessions operated by other companies at the establishment; full- and part-time leased employees whose payroll was filed under an employee leasing company's Employer Identification Number (EIN); and temporary staffing obtained from a staffing service. The definition of paid employees is the same as that used by the Internal Revenue Service (IRS) on Form 941.

RECEIPTS

Includes gross receipts from customers or clients for services provided, from the use of facilities, and from merchandise sold during 2002, whether or not payment was received in 2002. Receipts include royalties, license fees, and other payments from the marketing of intangible products (e.g., licensing the use of or granting reproduction rights for software, musical compositions, and other intellectual property). Receipts also include the rental and leasing of vehicles, equipment, instruments, tools, etc.; total value of service contracts; market value of compensation received in lieu of cash; amounts received for work subcontracted to others; dues and assessments from members and affiliates; this establishment's share of receipts from departments, concessions, and vending and amusement machines operated by others. Sales to and receipts from foreign parent firms, subsidiaries, and branches are included. Receipts also include advertising sales, and sales of goods and services marketed through sales offices. For public broadcast stations and libraries, receipts include contributions, gifts, grants, and income from interest, rental of real estate, and dividends.

Receipts do not include sales and other taxes (including Hawaii's General Excise Tax) collected directly from customers or clients and paid directly to a local, state, or federal tax agency. Also excluded are gross receipts collected on behalf of others; gross receipts from departments or concessions operated by others; sales of used equipment previously rented or leased to customers; proceeds from the sale of real estate (land and buildings), investments, or other assets (except inventory held for resale); contributions, gifts, grants, and income from interest, rental of real estate, and dividends, EXCEPT for public broadcast stations and libraries; domestic intracompany transfers; receipts of foreign parent firms and subsidiaries; and other nonoperating income (e.g., franchise fees).

Appendix B.

NAICS Codes, Titles, and Descriptions

PART 1. 2002 NAICS

515 BROADCASTING (EXCEPT INTERNET)

Industries in the Broadcasting (except Internet) subsector include establishments that create content or acquire the right to distribute content and subsequently broadcast the content. The industry groups (Radio and Television Broadcasting and Cable and Other Subscription Programming) are based on differences in the methods of communication and the nature of services provided. The Radio and Television Broadcasting industry group includes establishments that operate broadcasting studios and facilities for over the air or satellite delivery of radio and television programs of entertainment, news, talk, and the like. These establishments are often engaged in production and purchase of programs and generating revenues from the sale of air time to advertisers and from donations, subsidies, and/or the sale of programs. The Cable and Other Subscription Programming industry group includes establishments operating studios and facilities for the broadcasting of programs that are typically narrowcast in nature (limited format, such as news, sports, education, and youth-oriented programming) on a subscription or fee basis.

The distribution of cable and other subscription programming is included in Subsector 517, Telecommunications. Establishments that broadcast exclusively on the Internet are included in Subsector 516, Internet Publishing and Broadcasting.

5151 RADIO AND TELEVISION BROADCASTING

This industry group comprises establishments primarily engaged in operating broadcast studios and facilities for over-the-air or satellite delivery of radio and television programs. These establishments are often engaged in the production or purchase of programs or generate revenues from the sale of air time to advertisers, from donations and subsidies, or from the sale of programs.

51511 RADIO BROADCASTING

This industry comprises establishments primarily engaged in broadcasting audio signals. These establishments operate radio broadcasting studios and facilities for the transmission of aural programming by radio to the public, to affiliates, or to subscribers. The radio programs may include entertainment, news, talk shows, business data, or religious services.

515111 RADIO NETWORKS

This industry comprises establishments primarily engaged in assembling and transmitting aural programming to their affiliates or subscribers via over-the-air broadcasts, cable, or satellite. The programming covers a wide variety of material, such as news services, religious programming, weather, sports, or music.

515112 RADIO STATIONS

This industry comprises establishments primarily engaged in broadcasting aural programs by radio to the public. Programming may originate in their own studio, from an affiliated network, or from external sources.

51512 TELEVISION BROADCASTING

This industry comprises establishments primarily engaged in broadcasting images together with sound. These establishments operate television broadcasting studios and facilities for the programming and transmission of programs to the public. These establishments also produce or

transmit visual programming to affiliated broadcast television stations, which in turn broadcast the programs to the public on a predetermined schedule. Programming may originate in their own studios, from an affiliated network, or from external sources.

515120 TELEVISION BROADCASTING

This industry comprises establishments primarily engaged in broadcasting images together with sound. These establishments operate television broadcasting studios and facilities for the programming and transmission of programs to the public. These establishments also produce or transmit visual programming to affiliated broadcast television stations, which in turn broadcast the programs to the public on a predetermined schedule. Programming may originate in their own studios, from an affiliated network, or from external sources.

5152 CABLE AND OTHER SUBSCRIPTION PROGRAMMING

This industry group comprises establishments primarily engaged in operating studios and facilities for the broadcasting of programs on a subscription or fee basis. The broadcast programming is typically narrowcast in nature (e.g., limited format, such as news, sports, education, or youth-oriented). These establishments produce programming in their own facilities or acquire programming from external sources. The programming material is usually delivered to a third party, such as cable systems or direct-to-home satellite systems, for transmission to viewers.

51521 CABLE AND OTHER SUBSCRIPTION PROGRAMMING

This industry group comprises establishments primarily engaged in operating studios and facilities for the broadcasting of programs on a subscription or fee basis. The broadcast programming is typically narrowcast in nature (e.g., limited format, such as news, sports, education, or youth-oriented). These establishments produce programming in their own facilities or acquire programming from external sources. The programming material is usually delivered to a third party, such as cable systems or direct-to-home satellite systems, for transmission to viewers.

515210 CABLE AND OTHER SUBSCRIPTION PROGRAMMING

This industry group comprises establishments primarily engaged in operating studios and facilities for the broadcasting of programs on a subscription or fee basis. The broadcast programming is typically narrowcast in nature (e.g., limited format, such as news, sports, education, or youth-oriented). These establishments produce programming in their own facilities or acquire programming from external sources. The programming material is usually delivered to a third party, such as cable systems or direct-to-home satellite systems, for transmission to viewers.

PART 2. 1997 NAICS

5131 RADIO AND TELEVISION BROADCASTING

This industry group comprises establishments primarily engaged in operating broadcast studios and facilities for over-the-air or satellite delivery of radio and television programs. These establishments are often engaged in the production or purchase of programs or generate revenues from the sale of air time to advertisers, from donations and subsidies, or from the sale of programs.

51311 RADIO BROADCASTING

This industry comprises establishments primarily engaged in broadcasting audio signals. These establishments operate radio broadcasting studios and facilities for the transmission of aural programming by radio to the public, to affiliates, or to subscribers. The radio programs may include entertainment, news, talk shows, business data, or religious services.

513111 RADIO NETWORKS

This industry comprises establishments primarily engaged in assembling and transmitting aural programming to their affiliates or subscribers via over-the-air broadcasts, cable, or satellite. The programming covers a wide variety of material, such as news services, religious programming, weather, sports, or music.

513112 RADIO STATIONS

This industry comprises establishments primarily engaged in broadcasting aural programs by radio to the public. Programming may originate in their own studio, from an affiliated network, or from external sources.

51312 TELEVISION BROADCASTING

This industry comprises establishments primarily engaged in broadcasting images together with sound. These establishments operate television broadcasting studios and facilities for the programming and transmission of programs to the public. These establishments also produce or transmit visual programming to affiliated broadcast television stations, which in turn broadcast the programs to the public on a predetermined schedule. Programming may originate in their own studios, from an affiliated network, or from external sources.

513120 TELEVISION BROADCASTING

This industry comprises establishments primarily engaged in broadcasting images together with sound. These establishments operate television broadcasting studios and facilities for the programming and transmission of programs to the public. These establishments also produce or transmit visual programming to affiliated broadcast television stations, which in turn broadcast the programs to the public on a predetermined schedule. Programming may originate in their own studios, from an affiliated network, or from external sources.

51321 CABLE NETWORKS

This industry comprises establishments primarily engaged in operating studios and facilities for the broadcasting of programs on a subscription or fee basis. The broadcast programming is typically narrowcast in nature (e.g., limited format, such as news, sports, education, or youth-oriented). These establishments produce programming in their own facilities or acquire programming from external sources. The programming material is usually delivered to a third party, such as cable systems or direct-to-home satellite systems, for transmission to viewers.

513210 CABLE NETWORKS

This industry comprises establishments primarily engaged in operating studios and facilities for the broadcasting of programs on a subscription or fee basis. The broadcast programming is typically narrowcast in nature (e.g., limited format, such as news, sports, education, or youth-oriented). These establishments produce programming in their own facilities or acquire programming from external sources. The programming material is usually delivered to a third party, such as cable systems or direct-to-home satellite systems, for transmission to viewers.

Appendix C.

Methodology

SOURCES OF THE DATA

For this sector, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent report forms to be completed for each of their establishments and returned to the Census Bureau. For most very small firms, data from existing administrative records of other federal agencies were used instead. These records provide basic information on location, kind of business, receipts, payroll, number of employees, and legal form of organization.

Firms in the 2002 Economic Census are divided into those sent report forms and those not sent report forms. The coverage of and the method of obtaining census information from each are described below:

1. Establishments sent a report form:
 - a. Large employers, i.e., all multiestablishment firms, and all employer firms with payroll above a specified cutoff. (The term “employers” refers to firms with one or more paid employees at any time during 2002 as shown in the active administrative records of other federal agencies.)
 - b. A sample of small employers, i.e., single-establishment firms with payroll below a specified cutoff in classifications for which specialized data precludes reliance solely on administrative records sources. The sample was stratified by industry and geography.
2. Establishments not sent a report form:
 - a. Small employers, i.e., single-establishment firms with payroll below a specified cutoff, not selected into the small employer sample. Although the payroll cutoff varies by kind of business, small employers not sent a report form generally include firms with less than 10 employees and represent about 10 percent of total receipts of establishments covered in the census. Data on receipts, payroll, and employment for these small employers were derived or estimated from administrative records of other federal agencies.
 - b. All nonemployers, i.e., all firms with no paid employees during 2002. Receipts information for these firms was obtained from administrative records of other federal agencies. Although consisting of many firms, nonemployers account for less than 10 percent of total receipts of all establishments covered in the census. Data for nonemployers are not included in this report, but are released in the annual *Nonemployer Statistics* series.

The report forms used to collect information for establishments in this sector are available at help.econ.census.gov/econhelp/resources/.

A more detailed examination of census methodology is presented in the *History of the Economic Census* at www.census.gov/econ/www/history.html.

INDUSTRY CLASSIFICATION OF ESTABLISHMENTS

The classifications for all establishments are based on the *North American Industry Classification System, United States, 2002* manual. Changes between 1997 and 2002 affecting this sector are discussed in the text at the beginning of this report. Tables at www.census.gov/epcd/naics02/ identify all industries that changed between the 1997 North American Industry Classification System (NAICS) and 2002 NAICS.

The method of assigning classifications and the level of detail at which establishments were classified depends on whether a report form was obtained for the establishment.

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1. Establishments that returned a report form were classified on the basis of their self-designation, product line receipts, and responses to other industry-specific inquiries.
 2. Establishments without a report form:
 - a. Small employers not sent a form were, where possible, classified on the basis of the most current kind-of-business classification available from one of the Census Bureau's current sample surveys or the 1997 Economic Census. Otherwise, the classification was obtained from administrative records of other federal agencies. If the census or administrative record classifications proved inadequate (none corresponded to a 2002 Economic Census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a kind-of-business code.
 - b. Nonemployers were classified on the basis of information obtained from administrative records of other federal agencies.

RELIABILITY OF DATA

All data compiled in the economic census are subject to nonsampling errors. Nonsampling errors can be attributed to many sources during the development or execution of the census:

- inability to identify all cases in the actual universe;
- definition and classification difficulties;
- differences in the interpretation of questions;
- errors in recording or coding the data obtained; and
- other errors of collection, response, coverage, processing, and estimation for missing or misreported data.

Data presented in the Miscellaneous Subjects and the Product Lines reports for this sector are subject to sampling errors, as well as nonsampling errors. Specifically, these data are estimated based on information obtained from census report forms mailed to all large employers and to a sample of small employers in the universe. Sampling errors affect these estimates, insofar, as they may differ from results that would be obtained from a complete enumeration.

The accuracy of these tabulated data is determined by the joint effects of the various nonsampling errors or by the joint effects of sampling and nonsampling errors. No direct measurement of these effects has been obtained except for estimation for missing or misreported data; however, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize the effects of nonsampling errors.

The Census Bureau obtains limited information extracted from administrative records of other federal agencies, such as gross receipts from federal income tax records and employment and payroll from payroll tax records. This information is used in conjunction with other information available to the Census Bureau to develop estimates for nonemployers, small employers, and other establishments for which responses were not received in time for publication.

Key tables in this report include a column for "Percent of receipts from administrative records." This includes receipts information obtained from administrative records of other federal agencies. The "Percent of receipts estimated" includes receipts information that was imputed based on historic company ratios or administrative records, or on industry averages.

The Census Bureau recommends that data users incorporate this information into their analyses, as nonsampling error and sampling error could impact the conclusions drawn from economic census data.

TREATMENT OF NONRESPONSE

Census report forms included two different types of inquiries, "basic" and "industry-specific." Data for the basic inquiries, which include location, kind of business or operation, receipts, payroll, and number of employees, were available from a combination of sources for all establishments. Data for industry-specific inquiries, tailored to the particular kinds of business or operation covered by the report form, were available only from establishments responding to those inquiries.

Data for industry-specific inquiries in this sector were expanded in most cases to account for establishments that did not respond to the particular inquiry for which data are presented. Unless otherwise noted in specific reports, data for industry-specific inquiries were expanded in direct relationship to total receipts of all establishments included in the category. In a few cases, expansion on the basis of the receipts was not appropriate, and another basic data item was used as the basis for expansion of reported data to account for nonrespondents.

All reports in which industry-specific data were expanded include a coverage indicator for each publication category, which shows the receipts of establishments responding to the industry-specific inquiry as a percent of total receipts for all establishments for which data are shown. For some inquiries, coverage is determined by the ratio of total payroll or employment of establishments responding to the inquiry to total payroll or employment of all establishments in the category.

CONCENTRATION CATEGORIES

Concentration categories are based on aggregate receipts of all establishments operated by the same firm in a given kind-of-business classification or group for which data are presented. For example, a firm operating two service establishments – a motion picture film laboratory (NAICS 512199) and a sound recording studio (NAICS 512240) – would be treated as two one-establishment firms at the most detailed NAICS level, and as a two-establishment firm in NAICS 512.

DISCLOSURE

In accordance with federal law governing census reports (Title 13 of the United States Code), no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind-of-business classification is not considered a disclosure; therefore, this information may be released even though other information is withheld. Techniques employed to limit disclosure are discussed at www.census.gov/epcd/ec02/disclosure.htm.

Appendix D. Geographic Notes

Not applicable for this report.

Appendix E. Metropolitan and Micropolitan Statistical Areas

Not applicable for this report.

